ABSTRACT OF THE DISCLOSURE

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An automotive passenger restraint and protection apparatus for an automotive vehicle has a seatbelt and operates to restrain an occupant of the automotive vehicle by the seatbelt to protect the occupant. An electric retractor has a DC motor for retracting and protracting the seatbelt. An MPU controls the DC motor. Protraction of the seatbelt by the occupant is detected. When the protraction of said belt is detected, the MPU controls the DC motor so as to protract the seatbelt. A seatbelt protraction and retraction amount-detecting device calculates an amount of protraction or retraction of the seatbelt, based upon at least one of a number of times pulsating components of detected terminal voltage across the DC motor rises above a first predetermined value from a value below a first predetermined value, a number of times the pulsating components drops below a second predetermined value from a value above the second predetermined value, a frequency component obtained by frequency analysis of the pulsating components, and results of time integration of the detected terminal voltage, and a detected rotational direction of the motor.